

Learning Module 13

- Also Read:
 - Michael E. Casey and Laura C. Savastinuk. 2006. Library 2.0: Service for the next-generation library. Library Journal
<http://www.libraryjournal.com/article/CA6365200.html>
 - Paul Anderson. What is Web 2.0.
<http://www.jisc.ac.uk/media/documents/techwatch/tsw0701b.pdf>

Virtual Reference

Virtual reference generally refers to reference services offered over the Internet, but could mean any type of reference service where the librarian and the patron are not physically in the same room. In that sense, virtual reference has been around for a long time since libraries have offered phone reference for many years as well as reference by fax. The ALA definition of virtual reference states that the most common media for virtual reference are chat, videoconferencing, Voice over IP, co-browsing, e-mail and instant messaging.

(<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/virtrefguidelines.cfm>)

Virtual references services complement electronic resources well and can also provide patrons with access to print resources through document delivery services.

There are a number of important issues with virtual reference. Many are technological issues involving compatibility (or more frequently incompatibility) of software systems, but others are related to professional concerns of librarianship or discomfort with reference transactions that seem to be at a great remove from a face to face conversation. Without the physical cues bibliographic instruction and question/answer sessions require different approaches.

As with any form of reference, the technology is not the point, it is simply an intermediary between the librarian and the patron. The technology simply makes it possible to reach patrons who cannot physically reach the library. In fact, many librarians have formed consortia to offer 24/7 reference across a wide group of libraries. The most important point to remember about virtual reference is not to let technical difficulties get in the way of the reference process.

- **General Virtual Reference Resources**

- **Tips for Getting Started**
- ALA's Guide to getting started in virtual reference. Mainly tips for how to organise policies to accommodate virtual reference.
- http://cs.ala.org/ra/vr_adventure/vr_adventure_index.htm
- **Guidelines**
 - <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/virtrefguidelines.cfm>
- **Evaluation and Articles**
- <http://www.oclc.org/research/projects/synchronicity/>
- <http://www.infotoday.com/cilmag/apr01/coffman.htm>
- <http://www.webjunction.org/do/Navigation?category=11649>

- **Common Types of Virtual Reference Services and Related Services**

- **Ask a Librarian Services (Email, phone, chat, etc)**
- Ask a librarian services are extremely common and tend to consist of phone, email and chat based reference services. Some libraries offer additional types of services using newer technologies such as voice over IP or SMS (text messaging).
- **Examples of Ask a Librarian Services**
- Library of Congress: <http://www.loc.gov/rr/askalib/>
- Nashville Public Library - 24/7 Ask a Librarian: http://www.library.nashville.org/ask/ask_chat.asp
- CWPPost Library: <http://www.liu.edu/cwis/cwp/library/askalibrarian/index.htm>
- Chemung County Library: <http://www.cclld.lib.ny.us/edeskref.htm>
- Ottawa Public Library: http://bibliootawalibrary.ca/connect/ask/ask_e.html#librarian
- Southeastern Louisiana University Library: <http://www.selu.edu/library/askref/>
- **Specific Types of Services**
- **Instant Messaging**
- IM or Instant Messaging is a text based direct communication system. Users can speak to each other in real time by typing on their computers.
- One of the biggest issues is multiple incompatible IM services (AOL, Yahoo, MSN, ICQ, Jabber, etc.)
- A few clients allow users to communicate across services: Trillian (<http://www.ceruleanstudios.com/>), Meebo (<http://wwwl.meebo.com/>)
- Many chat programmes can be embedded into the library's website meaning that users do not need to install software on their own systems.
- **VOIP (Voice over IP)**
- Voice over IP or VOIP is a software protocol that allows telephone signals to be sent between computers that do not have an old style dial up modem. The protocol mimics a telephone to some extent and some VOIP systems can be used to call a regular phone. The advantage of a VOIP system of course is that computer to computer calls tend to be free or extremely low cost.
- Types of VOIP:
- telephone over cable e.g. Optimum Phone (cable modem phone)
- telephone software e.g. Skype (<http://www.skype.com/>)
- **Texting or Reference by SMS**
- Texting from a mobile phone is very popular among certain segments of the population. In Europe and Asia it is practically ubiquitous.

- Texting allows users to send quick messages to another cell phone user and there are software clients that allow users to send or receive SMS messages as well.
- Since texting is restricted to short messages it could be an ideal medium for ready reference questions, however there is often a fee involved.
- Blog post about Reference by SMS:
- http://librarianinblack.typepad.com/librarianinblack/2005/11/text_a_libraria.html
- Examples of libraries offering Reference by SMS:
- <http://www.selu.edu/library/askref/text/index.html>
- http://library.curtin.edu.au/help/contact_us/index.html#sms
- **Alert Services and Newsletters**
- In addition to reference by email, many libraries offer email newsletters about upcoming events.
- Another useful feature offered by some libraries are alert services that will alert users when a new item that fits their profile has arrived at the library.
- Examples of libraries offering Alert Services or Newsletters
- <http://nihlibrary.nih.gov/overviewAlerts.htm>
- <http://www.liu.edu/cwis/cwp/library/libhome2.htm#news>
- <http://www.loc.gov/rss/>
- **Document Delivery**
- Document delivery services provide access to print documents to their patrons. Many of the libraries which provide this service are large national libraries or academic libraries.
- Documents may be delivered by a variety of methods including postal mail (courier generally), fax, ftp (file transfer protocol), ariel/prospero, email, or desktop delivery (patron logs into a secure site to retrieve document).
- Examples:
- CISTI Document Delivery http://cisti-icist.nrc-cnrc.gc.ca/docdel/docdel_e.html
- British Library Document Services <http://www.bl.uk/services/document/dsc.html>
- National Library of Medicine Loansome Doc
http://www.nlm.nih.gov/pubs/factsheets/loansome_doc.html
- National Science Foundation <http://www.nsf.gov/publications/obtain.jsp>
- **Ebooks and Audio Books** (download from the library webpage)
- Electronic books and audio books can be borrowed from the library using special reader software.
- Ebrary is an example of this sort of service.
- It is also possible to download ebooks to a portable device such as an ebook reader or PDA.
- Libraries and Ebook repositories:
- Ebooks at the NY Public Library: <http://ebooks.nypl.org/55DE3381-3161-4436-B939-0349CC551192/10/225/en/Default.htm>
- Onondaga County Public Library Ebooks: <http://onlib.lib.overdrive.com/9234D383-4C45-4EC6-98BF-92C6B292752C/10/210/en/Default.htm>
- Project Gutenberg - Free ebooks: http://www.gutenberg.org/wiki/Main_Page
- University of Virginia Etext Archive: <http://etext.lib.virginia.edu/ebooks/>
- Google Books and Google Scholar provide searchable access to books and scholarly articles
- <http://scholar.google.com/>
- <http://books.google.com/>
- **Open Access Repositories**
- Open access repositories are online databases of articles which the authors have deposited publicly. Many journal publishers allow authors to place a copy of their articles on their homepage, in an institutional repository or in a subject specific repository. (The

following site lists copyright restrictions and permission for various journals

<http://www.sherpa.ac.uk/romeo.php>)

- These sites carry articles in all stages from pre publication to post publication with revisions. Article metadata provides information as to the publication stage in addition to information about peer review status. These sites generally offer an RSS feed allowing users to subscribe to subjects of interest so they can follow upcoming literature in their field.
- Examples of open access repositories:
- E-Prints in Library and Information Science: <http://eprints.rclis.org/>
- Digital Library of Information Science And Technology: <http://dlist.sir.arizona.edu/>
- ArXiv.org - Eprints in the sciences: <http://arxiv.org/>
- **Virtual Reference Shelves**
- Virtual reference shelves are websites offering access to electronic reference materials
- Examples of Libraries with Virtual Reference Shelves:
- Library of Congress: <http://www.loc.gov/rr/askalib/virtualref.html>
- MIT Library: <http://libraries.mit.edu/help/virtualref/>
- Senate Library:
http://www.senate.gov/pagelayout/reference/b_three_sections_with_teasers/virtual.htm
- Ontario Virtual Reference Library: <http://www.virtualreferencelibrary.ca/>
- InfoPlease Reference Desk: <http://www.refdesk.com/>
- **Directories and Search Engines**
- <http://ipl.org/> (Internet Public Library)
- <http://mahalo.com/> (human indexed search engine)
- <http://clusty.com/> (clustering search engine)
- <http://www.quintura.com/> (visual search engine)

Reference 2.0

- **What is Web 2.0?**
 - Web 2.0 is a term used to refer to a network of user generated content available on the web. This includes blogs, wikis, social networking sites, social bookmarking sites (tagging) and any other site with user generated or contributed content. The aim is to harness the potential for creativity inherent in a collaborative environment.
 - What is Web 2.0: <http://www.oreillynet.com/lpt/a/6228>
- **What is Library 2.0?**
 - Library 2.0 is a user centred model for library service. Based on web 2.0, library 2.0 invites stronger user participation in the direction of library services. Rather than asking what users want, libraries can provide a forum for users to inspire, create and design library services for their needs.
 - Articles on Library 2.0

- Library Journal article on Library 2.0:
<http://www.libraryjournal.com/article/CA6365200.html>
- Library Success: A Best Practices Wiki:
http://www.libsuccess.org/index.php?title=Main_Page
- Library Success: Online Reference:
http://www.libsuccess.org/index.php?title=Online_Reference
- Library Twitter: <http://maintainitproject.org/node/85>
- **What is Reference 2.0?**
 - Is there anything new about web based or virtual reference services?
 - Most such services are simply delivering reference over a new medium of communication.
 - New methods of sorting and organising content developed with the input of users might qualify as reference 2.0
 - Trails of searches through OPACs and user contributed reader's advisory information are other possibilities for the label
 - Yahoo Answers (<http://answers.yahoo.com/>) is a reference 2.0 type service where users answer each other's questions
 - Reference is not the medium over which it is delivered. Reference is about teaching patrons how to locate the information they seek.
 - Articles on Reference 2.0
 - Podcast on Reference 2.0:
<http://www.travelinlibrarian.info/2007/10/reference-20.html>
 - Reference 2.0 vs Library 2.0:
http://www.oregonlibraries.net/staff/2007/03/12/reference_2_0_vs_library_2_0
 - What's Still Wrong with Reference:
<http://www.libraryjournal.com/article/CA6497259.html>
- **Web 2.0 and Virtual Services**
 - What almost all of these services have in common is that they are billed as social software. Software designed to encourage interaction even at a distance
 - social networking
 - blogging and RSS
 - wikis
 - twitter
 - instant messaging
 - texting or SMS
 - Second Life
 - voice over IP (VOIP)
 - social bookmarking and tagging
- **Examples of Library and Reference 2.0 Services**
 - **MySpace and Facebook in Libraries**
 - MySpace and Facebook are examples of social networking sites designed to help people connect or keep in contact with friends,

coworkers, etc. Some libraries have tried joining these sites to reach out to patrons or potential patrons.

- Examples of libraries using Facebook:
 - British Library: <http://www.facebook.com/pages/The-British-Library/8579062138>
 - Cleveland Marshall Law Library: <http://www.facebook.com/pages/Cleveland-OH/Cleveland-Marshall-College-of-Law-Library/22382136237>
 - Yale University Library: <http://www.facebook.com/pages/New-Haven-CT/Yale-University-Library/20272332453>
- Examples of libraries using MySpace:
 - Libraries on MySpace group: http://groups.myspace.com/index.cfm?fuseaction=groups_groupProfile&groupId=102987824
 - Challenger TAFE Library: <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=247388494>
 - Seminary South Library, Fort Worth: <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=184392948>

- **Wikis in Libraries**

- Wikis are user editable websites. Wikipedia is an excellent example.
- A wiki could be useful for organising electronic references and local resources.
- Examples of libraries using wikis:
- Butler University Library WikiRef: http://www.seedwiki.com/wiki/butler_wikiref/
- Ohio University Library BizWiki: http://www.library.ohiou.edu/subjects/bizwiki/index.php/Main_Page
- Steven County Rural Library District Wiki: http://www.scrldwiki.org/index.php/Main_Page

- **RSS in Libraries**

- RSS or Really Simple Syndication is a data encoding format designed to be computer readable. It is most often used to distribute information quickly to other websites. A users wishing to read data encoded in RSS format would use RSS feed reader software to collect these RSS feeds and collate them automatically.
- Some libraries have taken advantage of the technology to provide RSS feeds about their activities. Libraries may have feeds for local programming, new books, frequently asked reference questions, local news, etc.
- Many RSS feeds are generated by blogs. Blogs are online journals with posts organised reverse chronologically. The latest post is at the top.
- Examples of libraries with RSS Feeds
- <http://www.cincinnatiilibrary.org/feeds/>
- <http://www.mpls.lib.mn.us/rss.asp>
- <http://library.mcmaster.ca/php/blog.php?display=full&id=94>
- <http://www.loc.gov/rss/>
- <http://www.lansing.lib.il.us/>

- **Blogs in Libraries**

- Blogs or Weblogs are online journals. They can be personal or professional and may be maintained by a single person or a group. Blogs tend to have a specific focus.
- Examples of libraries with Blogs:
 - CW Post Library Blog: <http://www.liu.edu/cwis/cwp/library/new.htm>
- Cleveland Marshall Law Library: <http://cmlawlibraryblog.classcaster.org/blog/>
- University of Baltimore Law Library Blog: <http://ublawlibrary.wordpress.com/>
 - Marin County Free Library Blog: <http://www.marincountyfreelibrary.blogspot.com/>
- Plymouth District Library: <http://genealogy.plymouthlibrary.org/>
- List of library blogs: <http://www.libdex.com/weblogs.html>
- Academic Library Blogs:
 - [http://www.blogwithoutalibrary.net/links/index.php?title=Academic libraries](http://www.blogwithoutalibrary.net/links/index.php?title=Academic%20libraries)
 - Tools for Creating Blogs or Reading Blogs
 - Creating a Blog
 - Google Blogger: <http://blogger.com>
 - MSN Spaces: <http://home.services.spaces.live.com/>
 - Yahoo 360: <http://360.yahoo.com/>
 - AOL People Connection: <http://peopleconnection.aol.com/blogs>
 - Wordpress: <http://wordpress.org/> (requires a server machine to host)
 - Reading Blogs
 - Bloglines: <http://bloglines.com>
 - Google Reader: <http://reader.google.com>
 - **News Sites**
 - What makes these news sites web2.0 is that news articles are submitted and ranked by users.
 - <http://digg.com/>
 - <http://www.newsvine.com/>
 - **Podcasts, Vodcasts, Youtube and Libraries**
 - Podcasts and Vodcasts are blogs that contain audio or video entries instead of text.
 - Youtube (<http://youtube.com/>) is a service allowing users to upload videos.
 - Talk on the use of YouTube by libraries - YouTube Librarian: <http://www.csulb.edu/~ttravis/YouTube.html>
 - Sunnyvale Public Library Podcasts: <http://www.librarypodcasts.org/>
 - Denver Public Library - Children's Story hour: <http://podcast.denverlibrary.org/>
 - De Montfort University Youtube Channel: <http://www.youtube.com/user/dmutuber>
 - New York Public Library Youtube Channel: <http://www.youtube.com/user/NewYorkPublicLibrary>
 - Allen County Public Library <http://www.youtube.com/user/askacpl>
 - **Twitter in Libraries**
 - Twitter (<http://twitter.com/>) is a social networking tool which allows users to post short messages which are then viewable by subscribers. Twitter uses RSS and is very similar to a blog. Some libraries have experimented with using Twitter to keep their patrons up to date on local happenings at the library.
 - Examples of libraries using Twitter:
 - Casa Grande: <http://twitter.com/cglibrary>
 - Cleveland Public: http://twitter.com/Cleveland_PL
 - Missouri River Regional Library: <http://twitter.com/mrrrl>
 - Article on MRRL Twitter use: <http://www.webjunction.org/do/DisplayContent?id=17518>
 - Lunar and Planetary Institute Library: http://twitter.com/LPI_Library
 - YALSA (Young Adult Library Services Association): <http://twitter.com/yalsa>
 - Ada Community Library: <http://twitter.com/adalib>

- University of Illinois at Urbana-Champaign, Undergraduate Library:
<http://twitter.com/askundergrad>
 - **Del.icio.us in Libraries**
 - del.icio.us (<http://del.icio.us/>) is a social bookmarking service started in 2003. It allows users to store their favourite links online. Users are encouraged to add useful labels (called tags) to the link to help in relocating it later. Many users assign subject type terms to links, but others use terms which are obviously not subjects: most commonly time and task related tags or affective (emotional) tags. Other services that could be useful in a library are CiteULike (<http://www.citeulike.org>), Connotea (<http://www.connotea.org/>) and Library Thing (<http://www.librarything.com/>).
 - Some libraries and librarians have experimented with using del.icio.us to sort and organise their web resources.
 - Article on del.icio.us in libraries: <http://www.libraryjournal.com/article/CA6476403.html>
 - Thunder Bay Public Library: <http://www.tbpl.ca/internal.asp?id=283&cid=333>
 - Nashville Public Library: <http://www.library.nashville.org/teens/teenweb.asp>
 - Cleveland Marshall Law Library: http://delicious.com/cleveland_marshall_law_library
 - College of New Jersey Library: <http://www.tcnj.edu/~library/moulaison/ItalianStudies.html>
 - **Flickr and Libraries**
 - Flickr is a picture organiser tool which allows users to store and organise photos. This is also a social tagging site encouraging users to tag their photos.
 - Examples of libraries using Flickr:
 - Nelson County Public Library's YA Zoo: <http://www.flickr.com/photos/yazoo/>
 - Parma Public Library: <http://www.flickr.com/photos/parmalibrary/>
 - Public Library of Charlotte and Mecklenburg County: <http://www.flickr.com/photos/libraryloft/>
 - **Tagging in Libraries**
 - Separate from del.icio.us and flickr is the phenomenon of tagging itself. Tagging is the process of assigning descriptive terms or labels to an item (e.g. bookmark, photo, journal article, video). The University of Pennsylvania has integrated tagging into its online catalogue and registered patrons can tag resources for their own use. Another project involving tagging is the Steve Museum project where visitors are asked to assign descriptive terms to digital images of museum exhibits.
 - Examples of libraries using tagging:
 - Blog post on tagging in libraries: <http://tunaiskewl.wordpress.com/2007/07/08/tagging-in-the-medical-library/>
 - University of Pennsylvania:
 - <http://tags.library.upenn.edu/>
 - <http://tags.library.upenn.edu/help/>
 - Steve Museum Project: <http://www.steve.museum/>
 - MIT Library: <http://libraries.mit.edu/help/virtualref/cloud.html>
 - **LibraryThing for Libraries**
 - LibraryThing is a social tagging site for readers. Users enter the titles and other metadata for books in their personal library and then add descriptive tags.
 - LibraryThing offers an additional service for libraries which connects LibraryThing and a library's OPAC (<http://www.librarything.com/forlibraries/>). This allows users to see and add tags to the records as well as locate translations and other formats of items.
 - Examples of libraries using LibraryThing:

- LibraryThing for Libraries Blog: <http://www.librarything.com/blog/>
- Danbury Library: http://www.danburylibrary.org/blog/reading/2007/05/hey_you_got_librarything_in_my.ht
[ml](http://www.danburylibrary.org/blog/reading/2007/05/hey_you_got_librarything_in_my.ht)
- Bedford Public Library: <http://catalog.lib.bedford.tx.us/search/i?SEARCH=0060928336>
- Waterford Institute of Technology: http://witcat.wit.ie/search/i?SEARCH=0140136282#LT_tag=engineering

- **Other OPAC Enhancements**

- Other additions to OPACs can be found as well.
- Reading History: a list of what you have taken out
- Endeca Faceted Browser (<http://www.endeca.com/>): lists potential terms/other information that might be useful in narrowing a search
- Examples of libraries using Endeca
- North Carolina State University: <http://www.lib.ncsu.edu/>
- Duke University Medical Center Library: <http://www.mclibrary.duke.edu/?tab=catalog>
- Aquabrowser (<http://www.aquabrowser.com/>): provides a visual thesaurus style list of related terms when searching
- Examples of libraries using aquabrowser
- Queens Library: <http://aqua.queenslibrary.org/>
- Oklahoma State: <http://boss.library.okstate.edu/>
- Subject Mapping and Visualisations
- University of Pennsylvania Online Books Page: <http://onlinebooks.library.upenn.edu/subjects.html>
 - Instructions: <http://pennlabs.library.upenn.edu/subjectmaps/>
- Paris 8 University Visual Catalogue <http://visualcatalog.univ-artois.fr/vc05/>
- Flinders University LCSH tag cloud: <http://www.lib.flinders.edu.au/resources/voyager/cloud.html>

- **Second Life and Libraries**

- Second Life (<http://secondlife.com/>) is a virtual reality environment in which users create graphical avatars to represent them as they explore the virtual landscape.
- Many libraries have opened virtual branches in second life. San Jose's library school has even opened a virtual campus and is offering distance classes using Second Life.
- Examples of libraries using Second Life:
- http://www.libsuccess.org/index.php?title=Virtual_Worlds_for_teen
- San Jose State University is offering classes in Second Life:
- <http://slisweb.sjsu.edu/sl/secondlife.htm>
- http://slisweb.sjsu.edu/sl/index.php/Main_Page
- <http://www.youtube.com/watch?v=j-9zt3Sd7oc>
- Alliance Library System, Illinois:
- <http://www.schoollibraryjournal.com/article/CA6338703.html>
- <http://www.alliancelibraries.info/secondlife.htm>
- <http://www.youtube.com/watch?v=0MazAoWCKPU>